

PUBLIC SERVICE ANNOUNCEMENTS



TELEVISION PSA IN-STUDIO SHOOT (30 SECONDS)

Start: May 1, 2000
Discontinue: May 31, 2000
Contact: (name and phone number)

VIDEO

Group of ethnically diverse older persons.
Variety. Some with disabilities.
(3 seconds)

Camera widens to show other older persons
joining the group.
(12 seconds)

Other people (representing caregivers) join
the group. Each person joining the group
puts his/her arm around an older person,
stands behind an older person, places hand
on the shoulder of an older person, etc.
Camera continues to widen.
(6 seconds)

AUDIO

Anchor person: In the new century, the
future is aging.

Anchor person: In fact, 1 in 4 Americans
will be 60 or older by the year 2030.
That's an estimated 88 million people. As
the face of America grows older, we need
to consider the challenges and growing
needs of our older citizens—and the people
who care for them—

Anchor person: spouses, adult children,
other family members and friends.



**TELEVISION PSA
LOCATION SHOOT
(45 SECONDS)**

VIDEO

College campus grounds; classroom buildings in the background. Older student and two younger students walk toward camera while conversing. In the background, younger ethnically diverse college students are engaged in various activities (walking to classes, throwing a Frisbee, studying, etc.).

(3 seconds)

The two younger students walk away, leaving the older student walking slowly toward camera. Camera focuses on him/her, but keeps college students in background.

(4 seconds)

Older student extends hand toward younger students in background.

(6 seconds)

Camera cuts to side view and zooms in on older person. Older person continues to walk, turning head to face camera.

(10 seconds)

Camera widens to show younger students in background. Older person turns head slightly toward students, then back to camera.

(7 seconds)

Older student approaches classroom building, and is joined by two other older persons carrying books, backpacks, etc.

(4 seconds)

Older student opens the door.

(3 seconds)

Older students go inside building.

(2 seconds)

Black out to logo, slogan, and contact information.

(6 seconds)

**Start: May 1, 2000
Discontinue: May 31, 2000
Contact: (name and phone number)**

AUDIO

Older student and two younger students casually converse in the background.

Older student: Today, older Americans are more active than ever. And we're all living much longer, too.

Older student: In fact, these young people can expect to live well into their 80s, 90s—many may even reach 100 and beyond.

Older student: As the face of America grows older, we all need to prepare for the challenges of our golden years—health care, finances, living arrangements— even employment and education.

Older student: The life course decisions they make now, will affect their quality of life in the future.

Older student: It's never too late—or too early—for any of us to plan for the rest of our lives.

Older student: In the new century ...the future is aging. Make the best of it!

Anchor person (voiceover): May is Older Americans Month. To find out more information about aging and resources for older persons in your community, contact (your organization name and number).

RADIO PSAs

30 SECONDS

In the new century, the future is aging. In fact, 1 in 4 Americans will be 60 or older by the year 2030. That's an estimated 88 million people. As the face of America grows older, we need to consider the challenges and growing needs of our older citizens—and the people who care for them—their spouses, adult children, other family members, and friends.

Let's work together to meet the needs and acknowledge the contributions of America's older persons and the people who love them. May is Older Americans Month. To find out more about resources and programs for older persons and caregivers in your community, or to see how you can help, contact (your organization and phone number).

20 SECONDS

Today, more than ever, people are living longer, healthier, and more active lives. Yet a number of older Americans still face challenges in many areas—health care, finances, long term care, even employment. In the new century, the future is aging. It's important that we—young and old—make decisions today that will have a positive impact on our lives tomorrow. Start planning today for tomorrow.

May is Older Americans Month. Call (your organization name and number) to learn more about resources and services for older citizens in your community.

20 SECONDS

In the new century, the future is aging. By the year 2030, an estimated 88 million people will be age 65 or older. Today, more than ever, people are living longer, healthier, and more active lives. Yet a number of our older citizens still face many challenges.

May is Older Americans Month—a time to reflect upon the capabilities, contributions, and concerns of our older citizens. Call (your organization name and number) for information on how you can support older persons in your community.